



MARBLE FALLS COMPREHENSIVE PLAN 2024

EXECUTIVE SUMMARY

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a long-range planning document that helps guide future decision-making for a community. It serves as a blueprint to guide future development and redevelopment, derived from the stated desires of the community. Such a plan will document community needs and determine actions that should be pursued to realize the defined direction. Once adopted, decision-makers can use the comprehensive plan as a guide for community development, investment, and operation. It does not replace development codes, budgets, capital improvement programs, or any other regulatory documents; rather, it is a guide to help lead the direction of those implementation tools.

The plan is intended to serve as a tool for future policy decisions and some regulatory decisions, yet does not serve as a legal document itself. The development of a comprehensive plan is permitted in Chapter 213 of the Texas Local Government Code for the *“purpose of promoting sound development of municipalities and promoting public health, safety, and welfare.”* Communities across Texas develop comprehensive plans to prepare for their future growth and development.

HOW WILL THIS PLAN BE USED?

This plan will be used to inform elected leaders and municipal staff in daily decisions regarding city services and development of land. It provides a consistent guide for growth and development decisions to ensure a healthy future for Marble Falls. When new development proposals are submitted to the City, the City and other stakeholders will use the planning framework established in this plan to determine whether a proposal fits within the community-driven vision. When key investment decisions are needed (e.g., a new street or wastewater lines), City Council members can look to this plan and its associated focus plans for guidance.

The intended time frame of this plan is 10 years, with a growth and development outlook of approximately 20 years. Given the rapid growth in the region, this plan should be reviewed annually for progress and acknowledgment of successes, followed by a more thorough review every five years to consider changing conditions and needed changes to plan directions. The document should be flexible and can be amended over time as political and market realities require reconsideration.

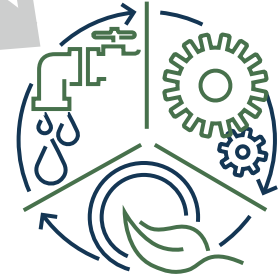
WHY ARE COMPREHENSIVE PLANS IMPORTANT?



REACH A UNIFIED VISION FOR THE COMMUNITY



DEVELOP AN EFFICIENT GROWTH STRATEGY TO REFLECT THE VALUES OF THE COMMUNITY



ENSURE PUBLIC FACILITIES MEET FUTURE DEMANDS



PROVIDE A BALANCE OF LAND USES AND SERVICES



PRIORITIZE PUBLIC IMPROVEMENT & GUIDE ANNUAL WORK PROGRAMS



INVOLVE CITIZENS IN THE DECISION-MAKING PROCESS



ENSURE THE ENHANCEMENT AND CONSERVATION OF THE VISUAL APPEARANCE AND IDENTITY OF THE COMMUNITY



COMMUNITY TRENDS

2016 TO 2023

2016

2023



\$34,240

Median Household Income

\$58,709

+\$24,469



\$169,500

Median Home Value

\$290,796

+\$121,296



- 90.8% White
- 0.2% Two or More Races
- 1.7% Other Race
- 1.7% Asian
- 5.4% Black
- American Indian / Native Alaskan
- 0.1%
- Native Hawaiian and Other Pacific Island Alone
- 0.0%

Race and Ethnicity

- 71.0% White
- 14.7% Two or More Races
- 9.2% Other Race
- 2.5% Asian
- 1.7% Black
- American Indian / Native Alaskan
- 0.9%
- Native Hawaiian and Other Pacific Island Alone
- 0.05%

37% Hispanic or Latino Descent

Not Hispanic or Latino Descent **63%**

Hispanic or Latino Descent **27%**

73% Not Hispanic or Latino Descent



Owner-Occupied
50.7%

Owner and Renter Occupied Housing

Owner-Occupied
55.1%



Renter-Occupied
49.3%



Renter-Occupied
44.9%

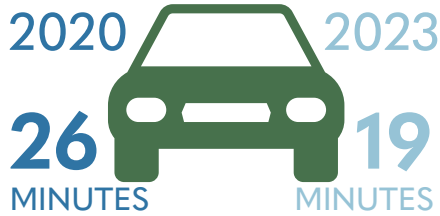
Sources: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimate
U.S. Census Bureau, 2021 American Community Survey 5-Year Estimate
TheRetailCoach Community Demographic Profile for Marble Falls, Texas 2023

Overall Population



↑25% INCREASE SINCE 2016

Average Commute Time



↓6 MINUTE DECREASE SINCE 2016

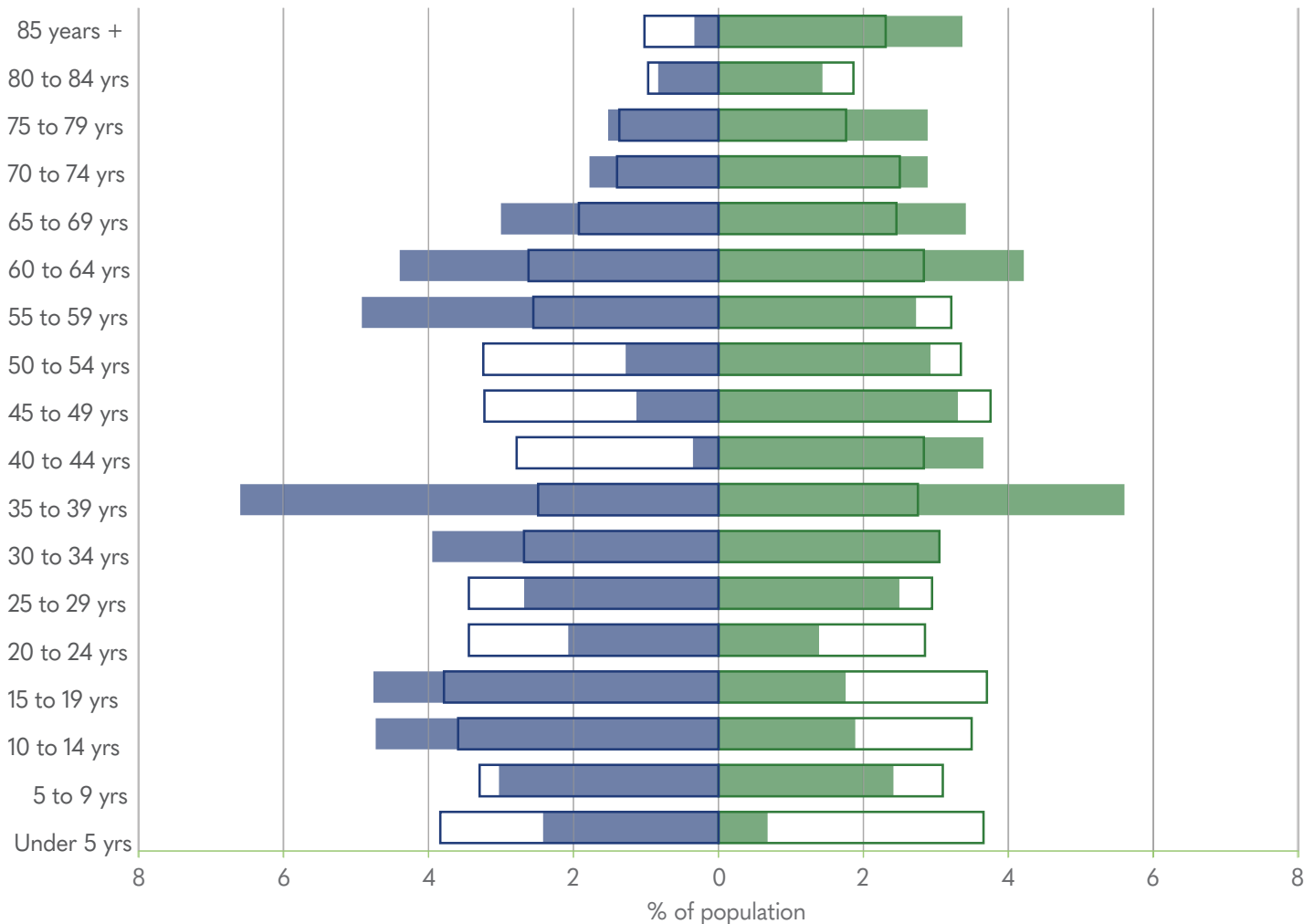
Employment Rate for populations 16+



↑7.9% INCREASE SINCE 2016

- Marble Falls Male 2022
- Marble Falls Female 2022
- Marble Falls Male 2016
- Marble Falls Female 2016

Age Distribution



Sources: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimate
 U.S. Census Bureau, 2021 American Community Survey 5-Year Estimate
 TheRetailCoach Community Demographic Profile for Marble Falls, Texas 2023

INTRODUCTION

The Marble Falls Comprehensive Plan vision was created through a robust engagement process. The community participated in meetings and events to identify challenges, discuss opportunities, and gather input to develop the community vision and blueprint for implementation.

Public engagement for this plan provided a variety of opportunities for residents, community organizations, and other stakeholders to participate in the planning process. A project website and the City’s social media served as informational hubs to build awareness of in-person and online engagement.

The following includes an overview and key takeaways from the public engagement conducted throughout the comprehensive planning process. The primary purposes of public engagement are to ensure that a variety of voices are heard, get a fresh perspective on the future, and create buy-in for the plan recommendations. This process helps the City leaders to hear the voices of their community and provide guidance towards achieving the identified future. This chapter will help provide a foundation for the strategic directions and recommended actions identified later in this comprehensive planning process. The figure below showcases the various public engagement events and activities conducted during the planning process.



PUBLIC ENGAGEMENT SUMMARY

767

Total Survey Responses

What would you add to Marble Falls over the next 5-10 years to positively improve the city?

- 1 Greenways and trails
- 2 Sidewalk connections
- 3 Employment and jobs

80%

of people stated that improving transportation connectivity and congestion relief was Marble Falls' greatest challenge.



54%

of people stated that having the wrong housing options inhibits people from moving to Marble Falls.



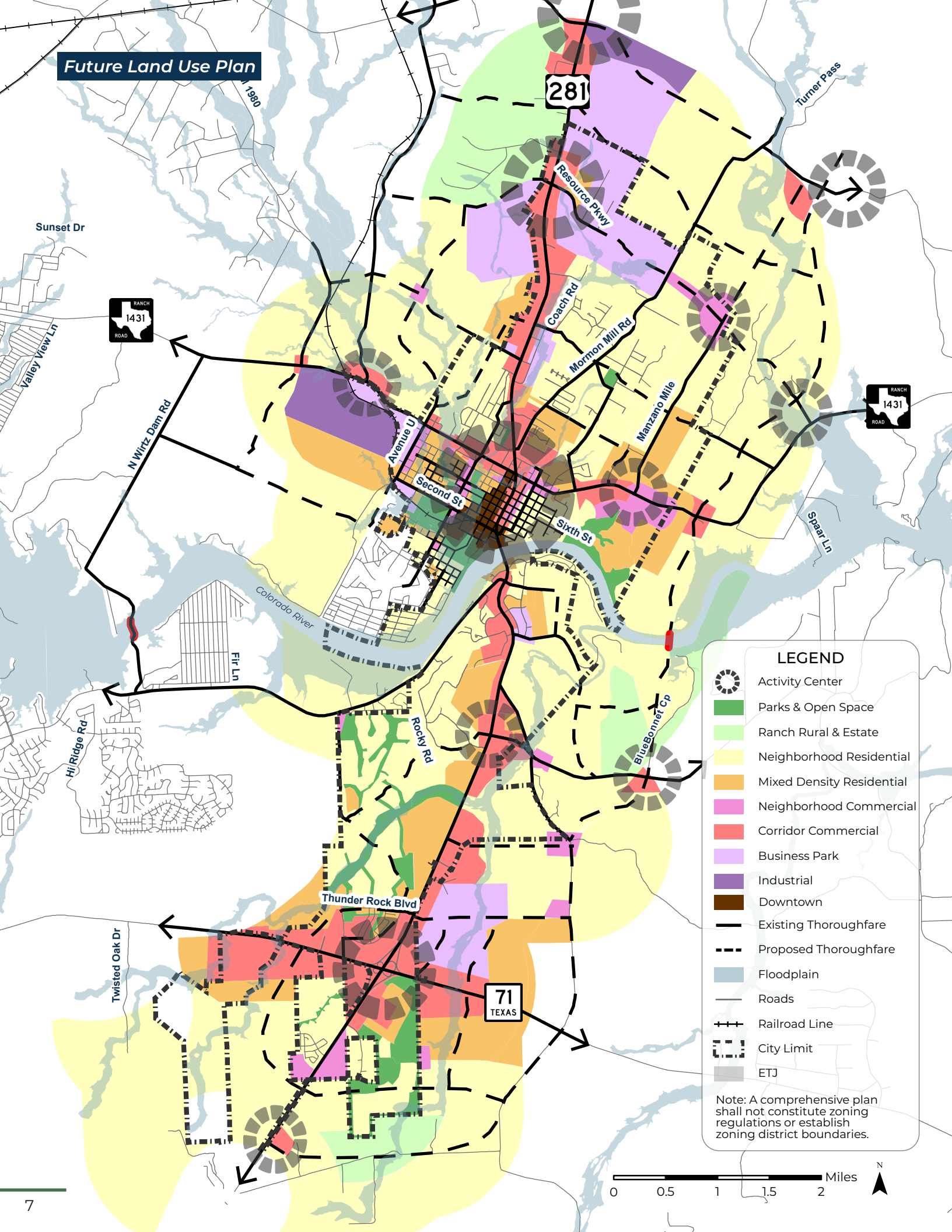
Is Marble Falls On The Right Track With Recent Growth And Development?

50% 50%

Yes No



Future Land Use Plan



LEGEND

- Activity Center
- Parks & Open Space
- Ranch Rural & Estate
- Neighborhood Residential
- Mixed Density Residential
- Neighborhood Commercial
- Corridor Commercial
- Business Park
- Industrial
- Downtown
- Existing Thoroughfare
- Proposed Thoroughfare
- Floodplain
- Roads
- Railroad Line
- City Limit
- ETJ

Note: A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



Future Land Use Categories

Future Land Use Classification	Description	Map Color/ Symbol	Acres	Percent
Parks & Open Space	This future land use classification includes public, and sometimes private, parkland, trails, and open spaces that have been designated for passive and active recreational enjoyment.	PO	802.61	2.80%
Ranch Rural & Estate	This future land use classification is for lands intended to remain sparsely populated and largely undeveloped. These lands are dedicated to agriculture, ranching, large-lot rural residential, and the natural landscape.	RR	1,787.74	6.24%
Neighborhood Residential	This future land use classification includes lands that will be developed primarily with single-family detached residential subdivisions and their associated amenities. These areas are intended to be a mix of both suburban and auto-oriented character of development.	NR	17,415.49	60.82%
Mixed Density Residential	This future land use classification includes lands intended to be developed to a higher density with a variety of lot sizes and housing types, including single-family attached and multi-family.	MDR	2,747.52	9.60%
Neighborhood Commercial	This future land use classification is for lands that will be developed for nonresidential uses that are of an appropriate use, scale, and design that is compatible with abutting or nearby residential uses. These developments typically occupy much smaller footprints, have pitched roofs and less signage, higher levels of landscaping, and deemphasize or screen parking.	NC	609.30	2.13%
Corridor Commercial	This future land use classification is for lands that will be developed to support businesses that rely on high traffic volume and the visibility associated with being located along a major roadway. While accommodating the automobile will be the predominant focus, improved and enhanced design techniques will improve the quality and appearance of major corridors.	CC	2,661.25	9.29%
Business Park	This future land use classification is for lands that will be developed to support various employment opportunities predominantly related to light manufacturing or industrial, warehousing, etc. Development within these areas requires minimal design features to improve the quality and appearance of public rights-of-way.	BP	1,944.30	6.79%
Industrial	This future land use classification is for lands that will be developed to support light or heavy industrial and/or manufacturing uses that generate nuisances (e.g., noise, dust, light, etc.).	IN	503.45	1.76%
Downtown	This future land use classification is intended to include a mix of uses developed with an urban character in a higher density, walkable environment. It is envisioned that this area will redevelop with higher intensity commercial uses and associated lake-based tourist attractions to improve the local economy and establish this area as a true regional destination attraction.	DN	162.52	.57%
Total			28,634.16	

ACTIVITY CENTERS

Activity Center areas are the major strategic centers within the community. They are intended to provide opportunity for diverse retail, employment and mixed-use destinations at critical intersections to create denser, value-intensive development.

These centers are regional in nature and serve a population beyond Marble Falls and are located at critical intersections of major arterials. Managing access and traffic in these high-volume areas will require planning and coordination.

In a changing retail environment, Activity Centers are designed to become community destinations with activities, amenities, shopping, restaurants and places to gather, live and work. These mixed-use centers should complement smaller neighborhood centers and the urban development in Downtown.

Individually, these centers are expected to have a differing balance of land use, design, and overall atmosphere based on their location and context.

Appropriate Land Use Types

There are no additional restrictions on land use beyond what is allowed within the underlying Land Use classifications, provided that the development configuration and design still embodies the intent and character of the Activity Center classification.

Zoning Districts

The Activity Center land use classification is not intended to be implemented using specific zoning districts. Rather, the development proposal should identify how the requested zoning district(s) provide(s) for the development intent and character set forth in this section. In instances where the existing zoning district(s) is/are not able to meet the intent, it is anticipated that the developer will utilize Section 4.4.3, Planned Development Districts (PDD) of the City's Code of Ordinances.



An activity center is comprised of more intensive, walkable shopping, restaurants and places to gather, live and work and oftentimes serve as anchors or community destinations

FLOODPLAINS

Floodplains are nature's response in providing flood risk reduction. They slow runoff and store floodwater and are constantly changing. Historically in the U.S., floodplains have been viewed as something to remove and to control.

In an era of dynamic climate and storm challenges, many cities big and small are experiencing more frequent and greater impacts of flooding on the built environment.

Moving forward, the City needs to reevaluate its historical perception about floodplains and view them now as critical opportunities for protection and to provide a host of community co-benefits to city residents and tourists alike.

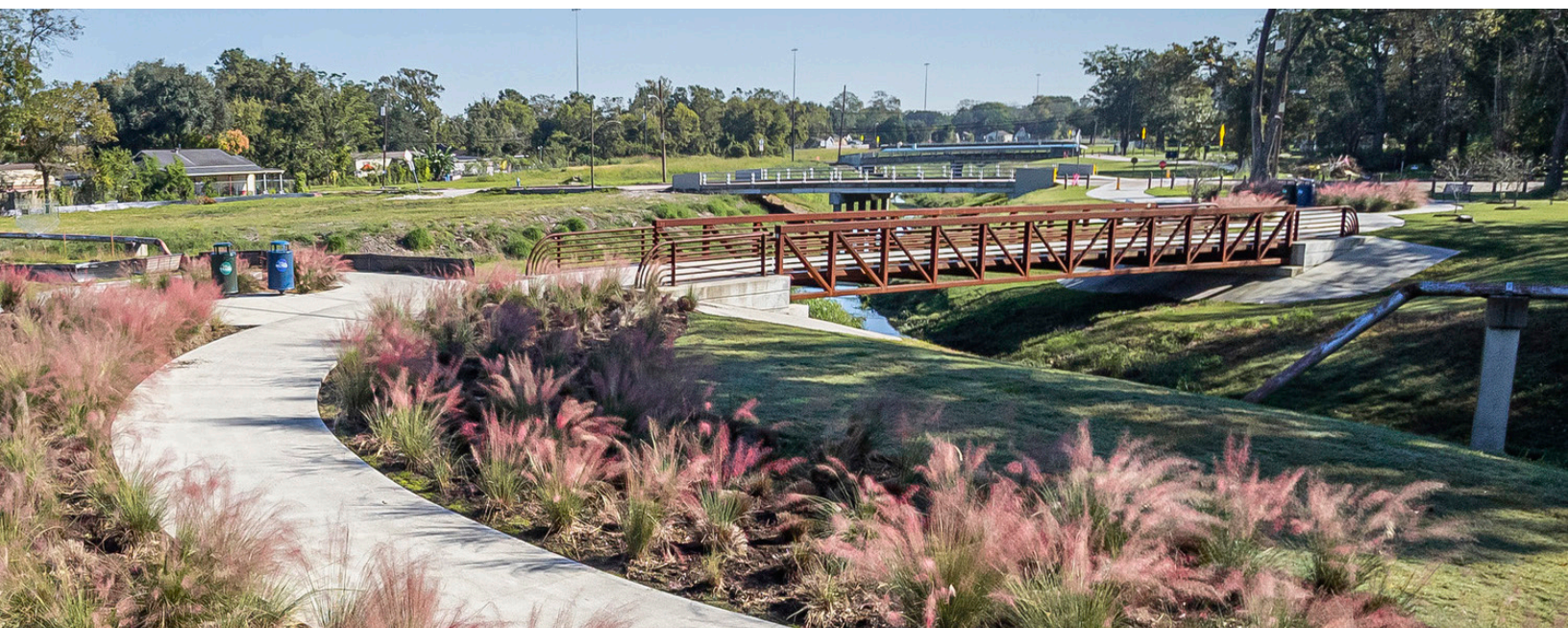
Some of the primary benefits of protecting floodplains include reducing risk of flooding in downstream areas, minimizing harm to individuals and damage to critical assets. But, other co-benefits include providing recreational open spaces which contribute to residents' physical and mental well-being, providing habitats for diverse ecosystems and preserving biodiversity, improving water quality and reducing urban heat island impacts, and providing opportunities for celebrating local cultural heritage.

Appropriate Land Use Types

Similar to the parks and open space classification, areas designated with a floodplain overlay are primarily intended to be protected for future flood conveyance, stormwater detention and retention, open space, parks, trails, and recreation, as they are generally not suitable for other types of development. Developable land directly adjacent to floodplain has potential in several locations in Marble Falls to be prime development locations associated with the waterfronts.

Zoning Districts

The Floodplain overlay land use classification areas identified on Map 4.3, Future Land Use Plan are not intended to be implemented using specific zoning districts, as these areas are commonly found throughout private development proposals. Moving forward, the City should identify opportunities for land dedication to protect key corridors and improved regulations for private development.



Open space corridors improve overall quality of life by providing multiple community benefits such as floodplain protection, reduction of urban heat, recreation and areas for social interaction, etc.

THOROUGHFARES & CONTEXT-SENSITIVE DESIGN

A city's transportation system has a strong influence on the quality of life and economic potential of a community. A well-designed and coordinated transportation system provides multiple modes of mobility to ensure residents and visitors can move in and through a city safely and with ease.

When the system is working correctly, movement is relatively unnoticed and subconsciously contributes to the economic attractiveness of the area and higher quality of life. When the system is deficient, simple movement oftentimes results in higher levels of frustration and a perceived lower quality of life. In these cases, the transportation system subconsciously or consciously decreases the economic attractiveness of an area for both existing and prospective residents and businesses. While one oftentimes equates this just to the movement of vehicles, the same positive or negative feelings of comfort, ease of use, and safety need to be applied to all non-vehicular forms of mobility too—including walking, biking, and other forms of alternative mobility choices.

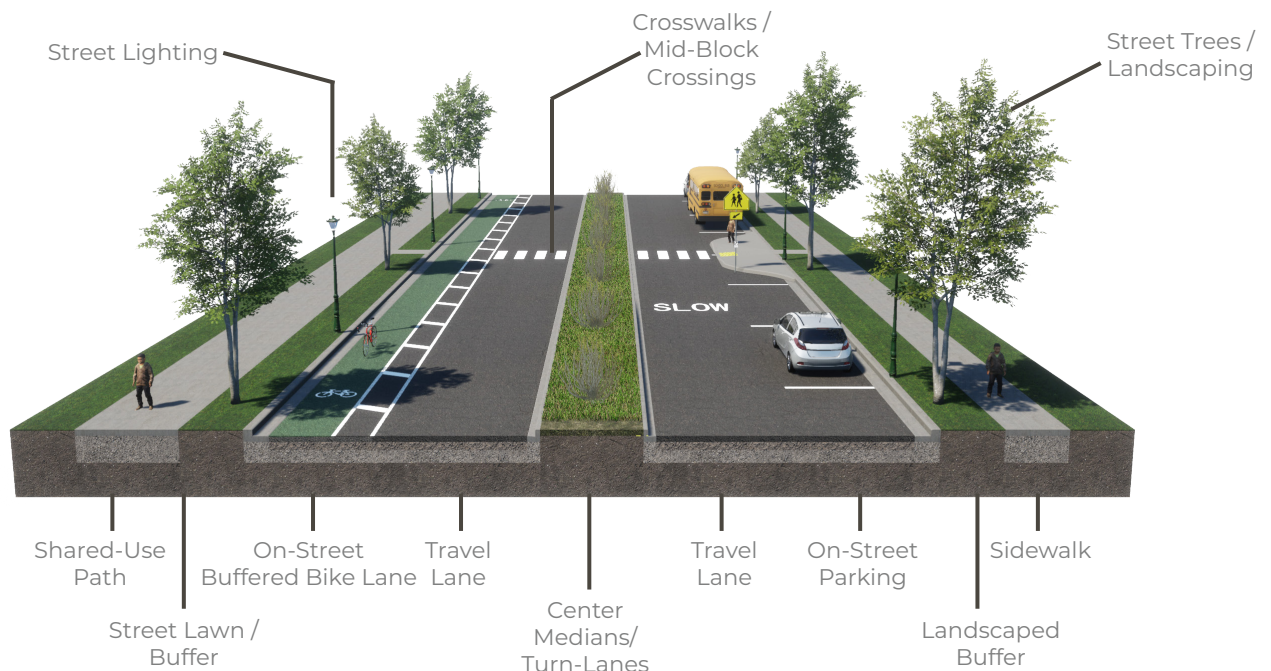
Beyond movement, many jurisdictions are also starting to realize that a visually unappealing transportation system can significantly detract

from a city's overall quality of life. This is particularly important for communities, such as Marble Falls, that rely heavily on sales tax dollars as a predominant mechanism to fund City facilities and services. In other words, the visual appeal of roadways (which is sometimes all a tourist or passer-by might see) is widely recognized as having an impact on whether or not one might want to spend money in a city. As a result, there is increased attention to the design of roadways so that it either minimizes the impact on, or enhances the character of, the adjacent properties. When a mobility system meets the needs of all users, improves efficiency, and feels safe, it is oftentimes called a Complete Street.

Complete Streets

Complete Streets embody a transportation policy and design approach that requires streets to be planned, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Complete Streets allow for safe travel by those walking, cycling, driving automobiles, riding public transportation, or delivering goods.

Example Complete Street Components



The design of Complete Streets is comprised of elements which accommodate the diverse needs of all users, including pedestrians, cyclists, motorists, and, when applicable, public transit users. The specific design elements of a Complete Street include:

- **Sidewalks.** Wide and accessible sidewalks, buffered from the roadway (e.g., with separated tree lawns) provide a safe and comfortable space for pedestrians.
- **Bike Accommodations.** Dedicated on-street bike lanes or near-street shared-use paths for cyclists help create a safer environment for biking and encourage alternative modes of transportation.
- **Crosswalks.** Clearly marked and well-designed crosswalks enhance pedestrian safety when crossing streets.
- **Traffic Calming Measures.** Features such as curb extensions, roundabouts, or narrowed lanes are incorporated to slow down vehicle speeds and improve safety.
- **Street Amenities.** Benches, trash bins, lighting and other amenities contribute to a more comfortable and inviting urban environment.

- **Accessible Design.** Curb ramps, tactile paving, and other features ensure that the street is accessible to people with disabilities.
- **Green Infrastructure.** Trees, planters, and other green elements contribute to aesthetics, provide shade, reduce the urban heat island effect, and improve environmental sustainability.
- **Smart Street Technology.** Integration of technology for traffic management, pedestrian signals, and other smart features to enhance safety and efficiency.
- **Complete Intersections.** Intersection designs that prioritize the safety and efficiency of all modes of transportation (e.g., bulb-outs, crosswalks, etc.).

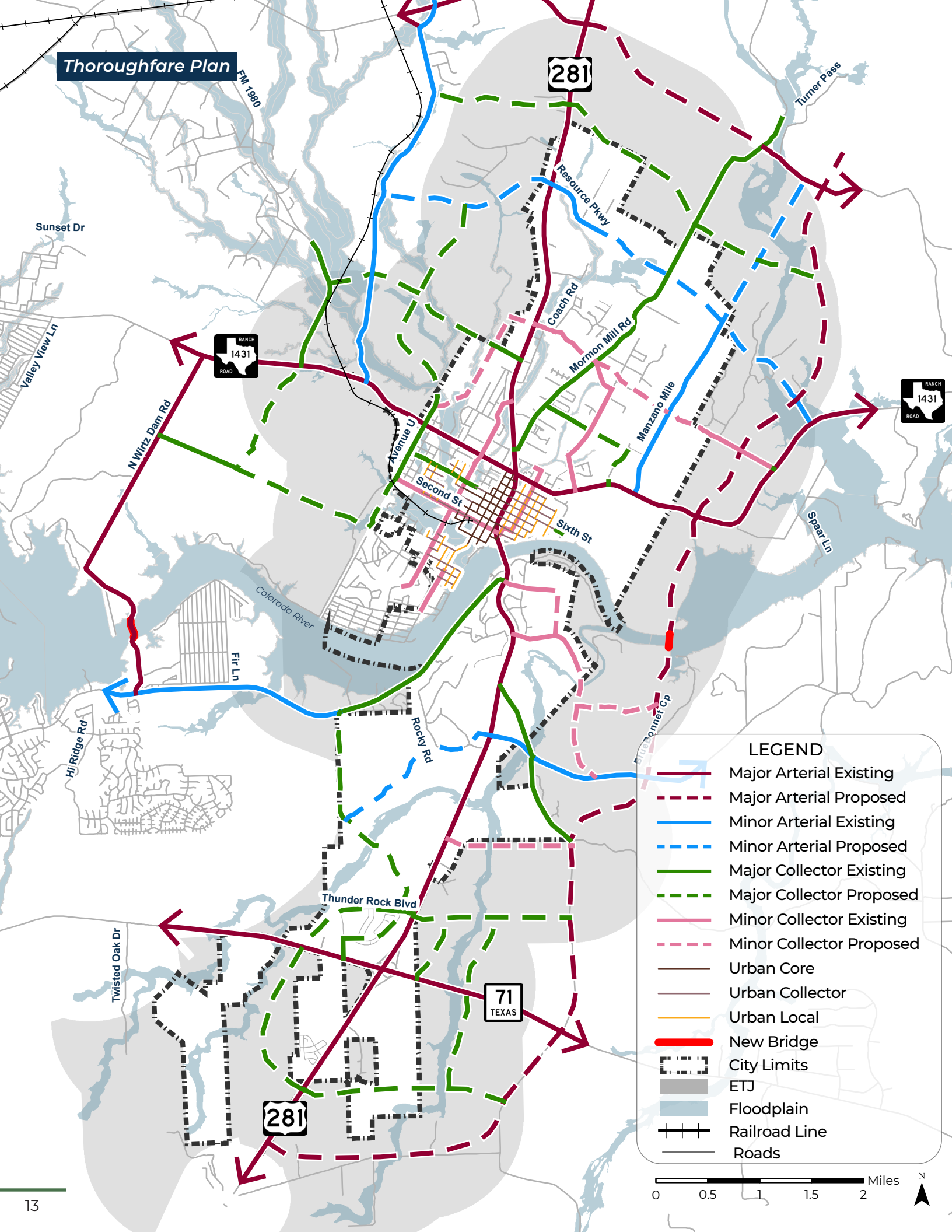
The goal of a Complete Street is to create a balanced and integrated transportation network that considers the needs of all users. The specific elements implemented can vary based on the street type, local context, community needs, and available resources.

Representative Complete Street



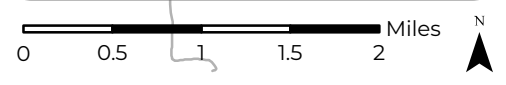
Example Rendering of a Complete Street

Thoroughfare Plan



LEGEND

- Major Arterial Existing
- - - Major Arterial Proposed
- Minor Arterial Existing
- - - Minor Arterial Proposed
- Major Collector Existing
- - - Major Collector Proposed
- Minor Collector Existing
- - - Minor Collector Proposed
- Urban Core
- Urban Collector
- Urban Local
- █ New Bridge
- City Limits
- ETJ
- Floodplain
- Railroad Line
- Roads





REGIONAL

MARBLE FALLS

Growth

Tourism

Intergovernmental Coordination



NATURAL

MARBLE FALLS

Conservation

Natural Hazard Mitigation



MOBILE

MARBLE FALLS

Thoroughfares

Streets

Alternative Mobility



LIVABLE

MARBLE FALLS

Future Land Use

Placemaking

Housing & Neighborhoods



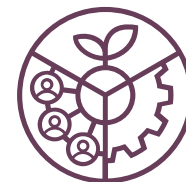
RESILIENT

MARBLE FALLS

Targeted Industries

Downtown

Economic Prosperity



CIVIC

MARBLE FALLS

Governance

Utilities

Parks & Trails

Public Services



REGIONAL MARBLE FALLS

Regional Marble Falls is centered on fostering sustainable growth, enhanced coordination among diverse stakeholders, and efforts towards strengthening Marble Falls as the regional hub for Burnet County.

Through strategic land use planning, targeted development, and collaborative partnerships, we aim to facilitate responsible growth that respects the unique character of each community within our region.

By promoting smart growth principles, such as integrated land uses and efficient transportation networks, we seek to enhance accessibility and reduce congestion, all the while safeguarding our natural resources.

Focus Area Descriptions

Under Regional Marble Falls, the community has identified three focus areas: growth, tourism, and intergovernmental coordination. These focus areas establish the strategic direction in which Marble Falls would like to strengthen their position as a regional employment and commercial hub.

GROWTH

As cities grow, they often expand outward, tending to generate urban sprawl which can be characterized by the development of suburbs and peripheral areas. The community in Marble Falls has demonstrated a desire for managed and sustainable growth which plans for change and development but maintains the city's small-town character and unique identity.

TOURISM

Marble Falls offers a blend of natural beauty, outdoor recreation, cultural experiences, retail and cuisine, and relaxation, making it a popular destination for tourists seeking to explore the Texas Hill Country. As an important part of the economy and the cultural identity of Marble Falls, the community would like for the City to build upon the recreational and cultural aspects of Marble Falls to enhance its image as a Hill Country destination.

INTERGOVERNMENTAL COORDINATION

Greater collaboration and communication between governmental entities is necessary to achieve common goals and address shared issues. Intergovernmental coordination is critical to overcome challenges, streamline decision-making processes, and enhance the overall effectiveness of public administration. To secure the best and brightest future for Marble Falls the community would like the City to proactively pursue partnerships and opportunities with regional entities.

Focus Area Descriptions

Under Natural Marble falls, the community has identified two main focus areas: conservation and natural hazard mitigation. Natural Hazards Mitigation is broken into the following subsections: flood mitigation, groundwater protection and recharge, and wildfire prevention. These focus areas organize strategies and recommendations for preserving and enhancing natural beauty and features while prioritizing safety and preventing loss of life and property from natural hazards.

CONSERVATION

Marble Falls, by the name alone, takes part of its identity from the invaluable natural resources in the area, namely Lake Marble Falls. Throughout this planning process the community expressed a strong desire for increased open space and recreational amenities such as parks and trails. These features serve as important quality of life features which attract residents and visitors alike. Through conservation or protection of natural resources, ecosystems, and biodiversity the City can maintain healthy, ecological balance and ensure the continued existence of amenities and greenspaces for the benefit of current and future generations.

NATURAL HAZARD MITIGATION

Natural hazard mitigation refers to the efforts and strategies aimed at minimizing or preventing the impact of natural hazards on people, property, and the environment. As mentioned previously, Marble Falls is located within the western portion of Texas Division of Emergency Management Region 8 where floods, wildfire, and drought can be expected to dominate the natural hazard profile. For that reason, strategies and recommendations focus on flood mitigation, groundwater protection and recharge, and wildfires, though it is to be expected that other hazards will occur and be addressed over time.



NATURAL MARBLE FALLS

Natural Marble Falls prioritizes conserving diverse ecosystems, critical habitats, and green spaces to ensure that Marble Falls remains a quality place to live and visit. This section is dedicated to the preservation of the region's invaluable natural assets and the mitigation of potential natural hazards.

Through responsible land stewardship and sustainable practices, we aim to safeguard biodiversity, protect watersheds, and ensure the long-term health of our environment. Strategies for reducing the vulnerability of the community to natural hazards, such as floods, wildfires, and storms, by implementing resilient infrastructure, proactive planning, and public awareness programs are outlined here.

By prioritizing conservation and hazard mitigation in this section, we endeavor to create a region that thrives in harmony with nature while minimizing risks and safeguarding the well-being of our residents.



MOBILE MARBLE FALLS

Mobile Marble Falls places a central emphasis on the development of efficient thoroughfares and the promotion of alternative mobility options.

Prioritizing the enhancement of the road networks, ensuring safe and efficient travel for all modes of transport, from automobiles and public transit to pedestrians and cyclists will create a more pleasant experience for Marble Falls. Moreover, the community has committed to advancing alternative mobility solutions such as bike lanes and pedestrian-friendly streetscapes.

By fostering a comprehensive approach to mobility, we aim to reduce congestion, improve air quality, and enhance accessibility, thereby improving the quality of life for everyone.

Focus Area Descriptions

Under Mobile Marble Falls, the community has identified three focus areas: thoroughfares, streets, and alternative mobility. These focus areas cover strategies and recommendations to improve the flow of traffic in Marble Falls and increase transportation options.

THOROUGHFARES

Thoroughfares are public streets that serve as main routes for transportation, typically allowing for the movement of vehicles through urban, suburban, or rural areas. Thoroughfares are designed to provide efficient and convenient passage and often connect major destinations such as different areas of the city, commercial districts, and industrial zones. As such, thoroughfares, by design, should prioritize efficient mobility through proper street design and well-planned network of routes to circumvent congestion points.

STREETS

Where thoroughfares tend to prioritize mobility and efficient flow of traffic, streets should prioritize access, character, and placemaking. Neighborhood streets, downtown streets, and other local streets are designed for slow traffic, access points to multiple destinations, and are likely to have a large number of pedestrians. Such streets usually include sidewalks, street trees, or bike lanes, and should be designed to match the urban, suburban, or rural character of the area.

ALTERNATIVE MOBILITY

Alternative mobility refers to modes of transportation which do not rely on an automobile such as walking, biking, public transportation, using golf carts or scooters, or other similar modes of transportation. A comprehensive mobility network can improve the quality of life for residents by offering more transportation choices. While this section is focused on walking and biking, as technology changes and Marble Falls continues to grow the City should keep an open mind towards alternative mobility innovations.

Focus Area Descriptions

Under Livable Marble Falls, the community has identified three focus areas: future land use, housing & neighborhoods, and placemaking. These focus areas outline strategies to enhance the livability of Marble Falls through enhanced placemaking, coordinated future land use planning, and prioritization of housing and neighborhoods for all residents.

FUTURE LAND USE

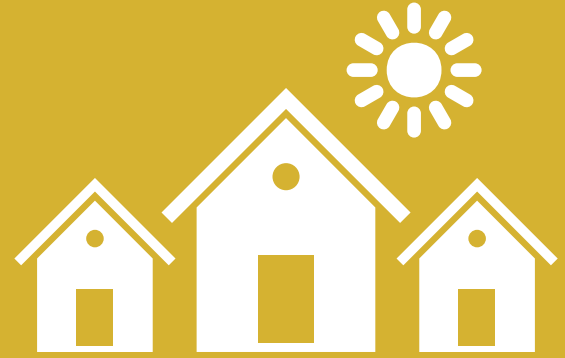
A Future Land Use Plan is a snapshot of where development and redevelopment will occur and overall demonstrates how Marble Falls would like to continue to develop. It is a tool used for future planning, allowing the City to be proactive in its decision-making rather than reacting to individual development proposals. It is an integral part of the Comprehensive Plan, and at its core, is a guide to the future built and natural environment in Marble Falls.

PLACEMAKING

A well-planned system of land uses, combined with a distinct sense of place, and quality built environment provides an effective foundation for a prosperous future. An essential element of community building is the recognition that new growth, if unmanaged, can create the same homogeneous form of development which exists all across the country. Fostering an appropriate quality and character of development, combined with intentional actions that create a sense of place, will help to build a community that is uniquely Marble Falls.

HOUSING & NEIGHBORHOODS

Marble Falls' housing market is dynamic, and much like the rest of the country, faces many challenges and opportunities. The City strives to accommodate a growing population while ensuring housing affordability and neighborhoods remain attractive for current and new residents. A diversified housing stock is an essential element which ensures a city can become a life-cycle community for its residents, meaning young adults, families, retirees, and others are able to live and work in Marble Falls.

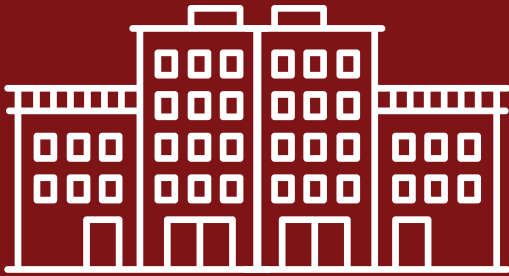


LIVABLE MARBLE FALLS

Livable Marble Falls supports creating neighborhoods and land use patterns that promote a high quality of life for current and future residents. Our goal is to cultivate vibrant, inclusive, and prosperous communities that offer a range of housing options, greenspaces, and amenities.

By prioritizing responsible land use planning the City can accommodate growth while preserving the unique character and identity for Marble Falls. Through integrated land uses, walkable streets, and the inclusion of parks and trail corridors, we aspire to create neighborhoods where residents can live, work, and play.

This underscores our commitment to ensuring that every neighborhood is a desirable and thriving place to call home, fostering a sense of belonging and well-being for all.



RESILIENT MARBLE FALLS

Resilient Marble Falls includes strategies to fortify economic vitality by revitalizing our downtown core strategically targeting employment industries to create a resilient economy and community.

This is achieved primarily through the identification and support of key industries that align with Marble Falls' strengths and potential to foster innovation, job creation, and economic growth. Simultaneously, strengthening downtown will make it a vibrant hub for commerce, culture, and community life.

Through targeted investments in infrastructure, mixed-use development, and placemaking initiatives, we aim to attract businesses, residents, and visitors to our city center, ensuring it remains the heart of our economic ecosystem. This underscores our commitment to creating a thriving, adaptive economy that can weather challenges and seize opportunities in the years ahead.

Focus Area Descriptions

Under Resilient Marble Falls, the community has identified three focus areas: targeted industries, downtown, and economic prosperity. These focus areas include strategies and recommendations to ensure Marble Falls' economy can withstand any shocks or stressors that may come.

TARGETED INDUSTRIES

The Marble Falls Economic Development Corporation regularly conducts a target industry analysis. This is a comprehensive examination of various sectors within the economy to identify those with the greatest potential for growth, job creation, and overall economic impact within a specific region. This targeted strategy for economic development has proven helpful for many municipalities to ensure their economy is robust and diverse.

DOWNTOWN

As the heart of Marble Falls, downtown provides a unique opportunity to maintain the small-town feel, which is treasured by the community, while providing a unique, pedestrian-oriented, memorable destination district. Coordinated improvements to downtown which prioritize it as a walkable, vibrant, activity center will enhance downtown as the heart of Marble Falls.

ECONOMIC PROSPERITY

Economic development is one of those overarching municipal functions which involves complex partnerships to influence both public and private sector actions which sustain and stimulate economic development. To further foster Marble Falls' position as a regional hub, fostering economic development can be accomplished through encouraging development of new businesses in the community, expanding opportunities for place-based economic development, and providing increased workforce development opportunities.

Focus Area Descriptions

Under Civic Marble Falls, the community has identified four focus areas: governance, utilities, parks & trails, and public services. Each of these focus areas encompass strategic direction for a forward-thinking and accountable municipal government.

GOVERNANCE

Governance is a core function of any city since all decisions and policies or public services which impact daily life stem from a city's governing body and various city departments. Further, governance is an essential component of any comprehensive plan because coordinated efforts of elected and appointed officials and City staff are needed to ensure successful implementation of the actions and policies identified in this Plan.

UTILITIES

A community's infrastructure system includes the physical network of facilities that serve households and businesses with basic requirements such as water, wastewater, Internet, and drainage. As a city grows and changes over time the demand for high quality services also increases. Hence, planning for them is a critical issue for community leaders and residents to address.

PARKS & TRAILS

The provision of high-quality, well-maintained parks enhances the quality of life for residents, improves the community image, and contributes to the overall attractiveness of a city to those considering a new place to live. As Marble Falls continues to grow and develop, additional park and trail resources will be needed throughout the entire community.

PUBLIC SERVICES

Public facilities and services play an important role in the day-to-day lives of residents, employees, and even guests of Marble Falls. The quality of life in Marble Falls is directly impacted by the availability and quality of police, fire protection, and cultural services like the library.



CIVIC MARBLE FALLS

Civic Marble Falls builds strong governance, sustainable utilities, expansive parks and trails, and efficient public services to enhance the well-being of our community. Our vision is to create a city where effective governance ensures transparency, accountability, and fosters robust citizen engagement.

By investing in resilient utility infrastructure, to supply reliable access to clean water, energy, and waste management systems the city can strengthen its attractiveness for residents and businesses. Strategies are outlined to expand parks and trail networks and provide green spaces for recreation and conservation to enhance and strengthen community gathering.

Lastly, the city will commit to deliver public services that are responsive, equitable, and of the highest quality, catering to the diverse needs of Marble Falls residents.

PREPARED IN ASSOCIATION WITH:



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